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# A.I.L. Releases 1968 Laundry - Drycleaning Operations Survey

JOLIET, ILL. — Geographically, laundry-drycleaning operations in the West-South Central region showed the greatest profit (9.37 per cent) and those in the Middle Atlantic region the smallest profit (2.93 per cent). By dollar volume plant size, the \$100,000-\$150,000 operations registered the highest profit (6.-12 per cent) and the \$500,000-\$750,000 plants the lowest (3.-52 per cent).

These figures are high points in an exhaustive presentation of statistical data on 1968 laundry-drycleaning operations just released by the American Institute of Laundering in Service Bulletin #592.

Runner-up for high profit in geographical location was the East-South Central region with an unimpressive 4.87 per cent. Next highest profit-wise by dollar-volume plant size was the under \$100,000 operation with 5.55 per cent.

The 1968 Operating Cost Percentages Survey is regionally classified for New England, Middle Atlantic, South Atlantic, East-North Central, East-South

Central, West-North Central, West-South Central, Mountain, and Pacific. Categories reported on reflect the eight major expense account classifications adopted by all of the six textile maintenance associations, namely: productive labor and outside work, productive supplies, power plant expense, building overhead expense, machinery overhead expense, indirect overhead expense, sales and distribution expense, and office and administrative expense, with each main subject carrying appropriate sub-headings.

Sales percentages are reported by distribution — laundry, drycleaning sales, and rental sales; and by outlet — routes, branch stores and agents, and plant store.

Dollar volume is used to report laundry operations by size, the categories being under \$100,000, \$100,000-\$150,000, \$150,000-\$200,000, \$200,000-\$250,000, \$250,000-\$350,000, \$350,000-\$500,000, \$500,000-\$750,000, \$750,000-\$1,000,000 and over \$1,000,000.

In sales distribution, laundry

accounts for 76.56 per cent and dry cleaning 19.81 per cent in the New England region, compared to 36.29 per cent for laundry and 41.66 per cent for dry cleaning in the West-South Central region (which topped the industry in profit). Average of all reporting plants shows 54.96 per cent for laundry and 34.00 per cent drycleaning.

In West-South Central's high profit showing, an interesting rental sales figure of 22.05 per cent compares to the average of 11.04 per cent and minimal rental sales of 0.77 per cent in the Mountain region and 3.63 per cent in New England.

Scanning costs as a clue to profit, West-South Central's blue-ribbon performance is coupled with costs of: 28.67 per cent vs. 28.99 per cent average for productive labor; 54.50 per cent vs. 57.46 per cent for total productive expenses; 23.05 per cent sales and distribution expense vs. 24.62 per cent average; and office and administrative expense 13.44 per cent vs. 13.48 per cent average. Total operating cost of 89.75 per cent is well under all other reporting regions and the average of 95.-10 per cent. **DW**

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